# Hotel Booking Cancellation Analysis
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## 1. Project Overview

This dashboard provides a comprehensive analysis of hotel booking cancellations, created using Excel with Power Query transformations and advanced formulas. The objective is to identify patterns and recommend actions to reduce cancellation rates.

## 2. Key Metrics

- Total Bookings: 119,390

- Total Cancellations: 44,224

- Cancellation Rate: ~37%

## 3. Visual Insights

The dashboard highlights the following observations:
- Higher bookings are observed for Resort Hotels compared to City Hotels.
- Cancellations are more frequent among Transient and Transient-Party customers.
- Most cancellations occur in October and November.
- Couples represent the largest guest type, with a moderate cancellation volume.
- Desired room status has a higher booking volume, but cancellations still exist.

## 4. Recommendations for Hotel Manager

To reduce cancellations:
- Send reminder emails before check-in dates, especially in peak cancellation months.
- Encourage advance payment or non-refundable bookings.
- Provide exclusive discounts or room upgrades for confirmed bookings.
- Understand why transient customers cancel more and create tailored retention strategies.
- Monitor and improve services during high-cancellation months like October.
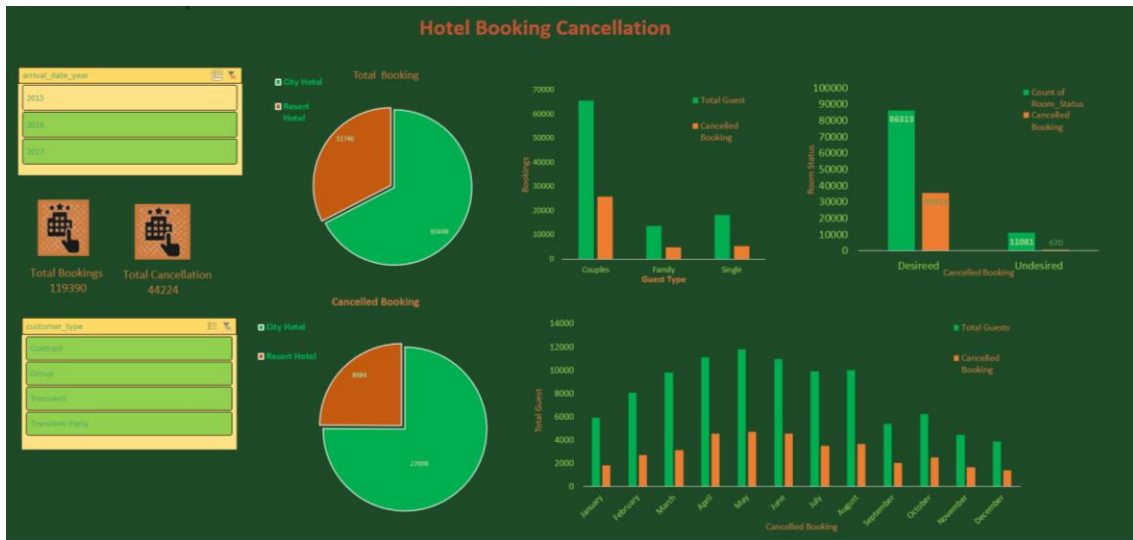
## 5. Tools & Skills Demonstrated

- Power Query for data transformation
- Excel Slicers for interactive filtering
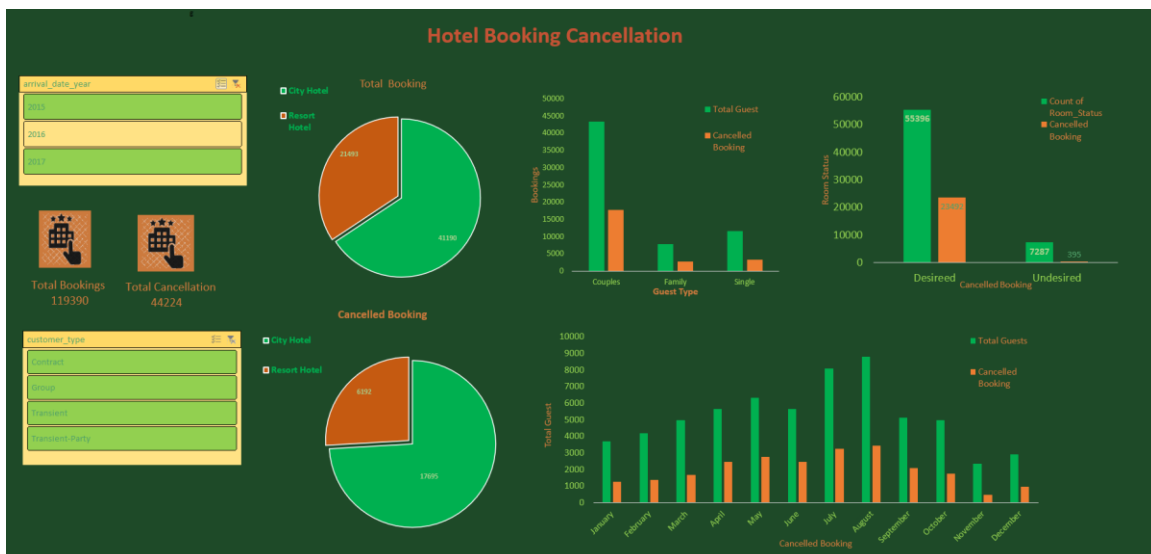- Advanced Excel formulas (e.g., IF, COUNTIF)

- Data visualization and storytelling

## 6. Dashboard Snapshot

In Year 2015 :



In Year 2016 :

IN 2017 :



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